

ECHEGARAYTHEATREMÁLAGA · MARCH 19 2025

APCP organises _____

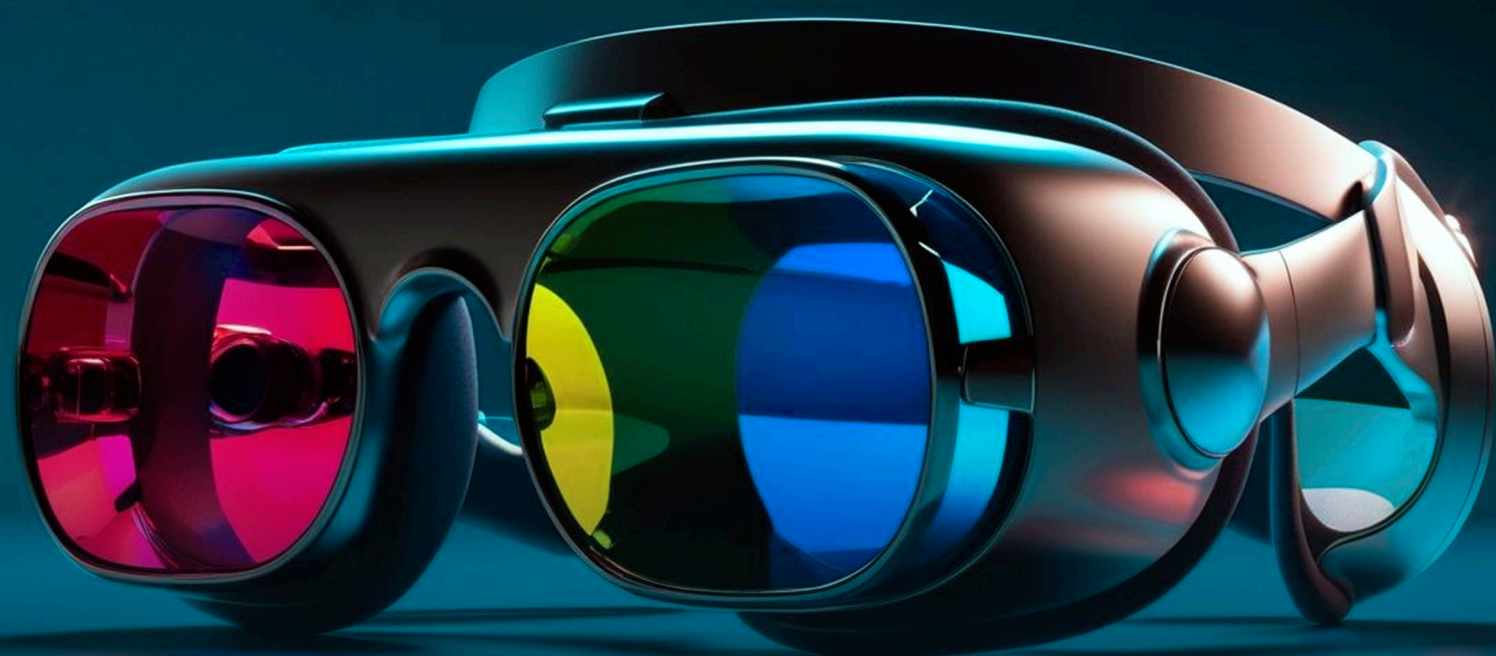
VII EDITION

ADVERTISING FILM

PRODUCTION

ACTIVITIES

IN MÁLAGA



28  FESTIVAL DE
MÁLAGA

 Málaga
FilmOffice

VII EDITION

ADVERTISING FILM

PRODUCTION ECHEGARAY THEATRE

ACTIVITIES MARCH 19TH

IN MALAGA

09:30H DOOR OPENING

10:00H INAUGURATION

Juan Antonio Vigar (Director of Málaga Festival)

INTRODUCING THE NEW APCP BRANDING

María Jesús Horcajuelo (Presidents of APCP)

AGREEMENT WITH SPAIN FILM COMMISSION

Juan Manuel Guimeráns (President of Spain Film Commission)

SHOOTING DATA FOR MÁLAGA

Belén Carrasco (Málaga Film Office)

10:20H FUTURE IS NOW

HOW THE AI HAS TRANSFORMED POST-PRODUCTION PROCESSES

Presented by METROPOLITANA / Ramón Arteman (Director of Metropolitana)

11:05H CASE STUDIES IN ADVERTISING

11:05H SOMOS5 / HEALTH, TECHNOLOGY AND CREATIVITY: THE FORMULA THAT CONQUERED CANNES

When ideas improve people's lives

Jonatan Andrés (Executive Producer of Somos5)

11:50H GRAYSKULL / «GOOD VS EVIL» AND THE DAY OUR HEADS EXPLODED

Daniel Monedero (Executive Producer of Grayskull)

12:35H WE'RE NOT JUST ADVERTISING

PALMA PICTURES / REWRITING THE SCRIPT

Case study: how we made the leap into fiction

Yousaf Bokhari (Head of production of Palma Pictures)

13:20H ROUND TABLE

LET'S TALK ABOUT FICTION AND ADVERTISING

Participants: Cristóbal Garrido (Scriptwriter and creator) / Diego Núñez Irigoyen (Director)

Moderator: Luna Esquerdo (Executive Producer and partner of Bambina)

13:50H CLOUSURE

THE SECTOR IN NUMBERS / ACKNOWLEDGEMENTS

Adriana Piquet (Managing Director of APCP)

ORGANIZERS



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